WORLD CUP SPECIAL / I1
The greatest show on earth unfolds in South Africa

WORLD / A25
UN Council slaps new sanctions on Iran

METRO / A23
Barramedas still seeking justice for Ruby Rose

BUSINESS / B1
Export earnings up 38.9% in 1st 4 months

Smoke signals up over Times St., White House

By Philip C. Tubeza

HAVING KICKED THE HABIT, OR SO HE says, US President Barack Obama offered to give advice to Benigno Aquino III on how to quit smoking.

The Philippine President-elect said Obama called him on his mobile phone at around 9 p.m. on Wednesday after the

SMOKE A14

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

Friday, June 11, 2010 ★★ Vol. 25 / No. 181



OBAMA to Aquino: Come visit the White House.

US, China, Japan congratulate P-Noy



HU JINTAO: Enhancing mutual trust



NAOTO KAN: Pledge for stability and progress

Transition team seeks GMA-Noy limo ride

By Christian V. Esguerra

A DRAFT SCRIPT HAS emerged for the transfer of power on June 30—and it includes a most interesting road trip.

On his way to the site of his inauguration, President-elect Benigno "Noynoy" Aquino III is to make a stopover in Malacañang, his official workplace for the next six years, for a courtesy call on outgoing President Macapagal-Arroyo.

From the Palace, the two leaders will then proceed to Aquino's oath-taking venue in the same black limousine with Plate No. 1, one of the symbols of the highest post of the land.

At the end of the historic ride, Ms Arroyo—who has been behind the wheel, so to speak, for the last nine years—is to literally, corny as that might be, hand over the keys of the presidential car to her successor. Which was

TRANSITION A8



REFRESHING President-elect Noy Aquino responds to a question at Thursday's press conference—his 2nd in 2 days—a refreshing change from President Arroyo whose aversion to meeting the press is well-known. Behind him is a photo of the Virgin Mary with his mother, the late President Cory Aquino.

3 biggest economic powers vow help

By Philip C. Tubeza

LED BY PRESIDENT Barack Obama who called on his mobile phone, the leaders of the world's three biggest economies—the United States, China and Japan—welcomed President-elect Benigno Aquino III's rise to power, pledging to help a leader facing daunting challenges, from rebellions and massive poverty to a crippling budget deficit.

Aquino yesterday told reporters that Obama invited him to visit the United States "at the appropriate time," solidifying a previous invitation extended by US Ambassador Harry K. Thomas Jr., who said the incoming Philippine leader should take two trips to the United States.

Regarded by many as a political lightweight after an unimpressive stint in Congress, Aquino—who has said he prefers to be called "P-Noy" rather than by his initials BSA—is inheriting a nation grappling with poverty and debilitated by decades-long

US, CHINA A8

Noy receives congrats call from GMA, feels 'awkward'

By TJ Burgonio and Philip C. Tubeza

"AWKWARD" AND "VERY quick."

In these words, President-elect Benigno Aquino III described the congratulatory phone call of President Macapagal-Arroyo from Shanghai on Wednesday night.

"The conversation was brief," Executive Secretary Leandro Mendoza said.

Ms Arroyo's call came between 9:30 and 10 p.m. on Wednesday. Asked if it was awkward talking to a person whom he had promised to investigate for graft, corruption and other grave abuses, Aquino said: "Yes."

He quoted Ms Arroyo as saying

NOY GETS A8

Noy: June 12 must be immovable holiday

By Philip C. Tubeza, Christian V. Esguerra and Jocelyn R. Uy

SAYING THAT JUNE 12 SHOULD be an "immovable holiday," President-elect Benigno Aquino III yesterday said he won't be attending the Independence Day parade.

A chief organizer of the June 12 Independence Day parade, which is expected to extol President Macapagal-Arroyo's accomplishments, was reportedly inviting Aquino. But the incoming leader isn't keen on attending. He'll be going to a wedding on that day.

President-elect Aquino yesterday said that he had a prior engagement in San Pablo, Laguna, where he was going to act as a godparent in the wedding of a Liberal Party member.

"First of all, these celebrations were marked for June 14 and I told you the last time I have reservations attending Independence Day celebrations two days after the date," Aquino told reporters.

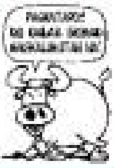
"I think that should be an immovable holiday. But having said that, on June 12 itself I already committed to act as godfather to a party mate who is getting married," he added.

Aquino also said that a president-elect had no traditional

NOY: JUNE 12 A8

Comelec invites critics to dinner and drinks

By Kristine L. Alave



THERE MAY BE NO VENUE LARGE ENOUGH for this dinner.

An official of the Commission on Elections (Comelec) is inviting its fiercest critics

COMELEC A4

Pinky to Joma: Say when, where I met GMA, such lie

By Fe Zamora

A SISTER OF PRESIDENT-ELECT Benigno "Noynoy" Aquino III yesterday challenged communist leader Jose Ma. Sison to "tell me when and where" she had supposedly met President Macapagal-Arroyo to plot the US-inspired "preprogramming" of the May 10 automated election system to favor her brother.

"That's such a lie," Pinky Aquino-Abellada said in a phone interview. "So the intrigues have started. Do I relish this? No. But I'm prepared."

Abellada, who used to teach at De La Salle University, said she understood why she had become an "open target" for intrigues.

PINKY A6

How Jojo did it: Chiz, Mar, seniors, frat bros

By Norman Bordadora

HOW DID MAKATI MAYOR JEJOMAR Binay do it?

Against what seemed like formidable odds, he emerged the winner of the vice presidential election?

The man himself invokes perseverance and destiny, plus a number of other factors involving his opponents. The complacency of the consistent survey front-runner Sen. Manuel Roxas and the diminished ratings of Sen. Loren Legarda. And there were fees. Francis "Chiz" Escudero's endorsement, the proposed brand of his party standard-bearer Joseph Estrada, and the efforts of his fraternity brothers and sisters, his city's sister cities, towns and provinces, and his fellow senior citizens.

In his initial news conferences after the voting machines

HOW JOJO A10



THANKSGIVING Vice President-elect Jejomar Binay touches his forehead to the hands of Msgr. Emmanuel Sunga during a thanksgiving Mass at the National Shrine of the Sacred Heart of Jesus in Makati City on Thursday.

WEATHER FORECAST

[illegible]

Second FrontPage



[illegible]

2D		
14	3	
18	31	
15	34	

SUERTRES

0	9	2
3	3	9
7	0	6

SIX DIGIT: 0 3 0 5 8 1

9 25 26 29 34 42

SUPERLOTTO 6/49: 3 10 33 37 43 45

After June 30, Bangit's in limbo

By Jocelyn R. Uy and Philip C. Tubeza

ARMED FORCES CHIEF GEN. DELFIN BANGIT IS IN LIMBO.

[illegible]

Civilian supremacy

[illegible]

Bypassed

[illegible]



BANGIT

[illegible]

Improper appointment

[illegible]

No military adventurism

[illegible]







No payback, Noy backers told

By Michael Lim Ubac

SEN. FRANCIS Pangilinan yesterday reminded supporters of President-elect Benigno Aquino III not to expect political payback for their support.

FULLNESS OF LIFE IN CHRIST

The Couples For Christ global family continues to move forward in the fullness of life in Christ. Now celebrating its 29th Anniversary.

PRESIDENT-ELECT'S PREROGATIVE

Corona: No hard feelings on Noynoy's oath

Lone dissenter

Not in Charter

'One can disagree'

Traders' 100-day agenda

100 nations

Lost kids unite rival radio stations



Pinky to Joma: Say when, where I met GMA



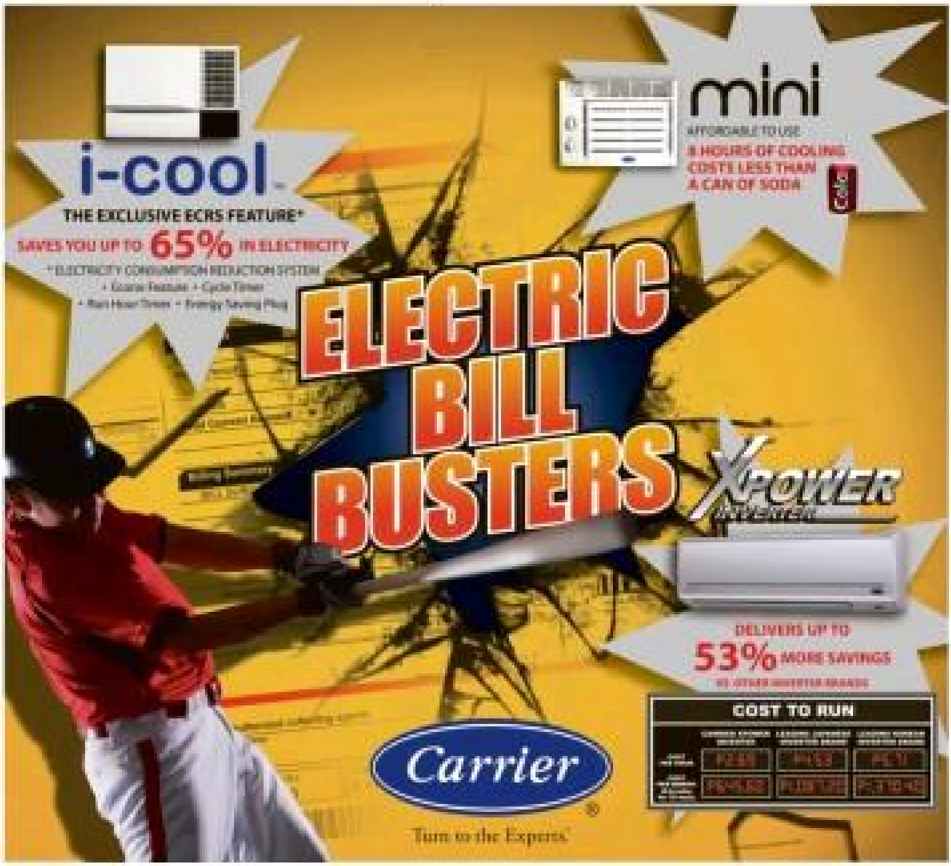


'Work-to-death' deal

Comelec invites critics to dinner and drinks


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Carrier
Turn to the Experts

US, China, Japan congratulate P-Noy



ANOTHER COURTESY CALL Australian Ambassador Rod Smith calls on President-elect Benigno Aquino III at his Times Street residence on Thursday.

Parents are champions

'Very strong relationship'

'Model of transparency'

China, Japan, Australia

Alarm at budget deficit

Transition team seeks GMA-Noy limo ride to inaugural site

Team Noynoy

Statesmanship

Historical perspective

IN THE KNOW: 'So help me God'

Noy: June 12 must be immovable holiday; I'll not attend parade

'Gesture of reconciliation'

FVR-Erap example

Formal invitation

AFP testimonial

Indebted to GMA

Historic low

20M land titles computerized

[illegible]

Foreign arrivals hit 1-million mark in 1st 4 months

[illegible]

Big improvement

[illegible]

Correction

[illegible]

The Daily Gospel

[illegible]

Noy gets congrats call from GMA, feels 'awkward'

Courtesies

Print ads

Too preoccupied

Inherited problems

Don't focus only on problems

Under close watch

Smoke signals up over Times St., White House

Jojo did it: Chiz, Mar, Loren, Erap, seniors, frat brothers, etc.



APO (OID) Members of the Alpha Phi Omega unfurl a banner during the proclamation of their fraternity brother, Vice President-elect Jejomar Binay, on Wednesday. Binay has cited his fraternity brothers and sisters as key instruments in his come-from-behind victory.



A DAY after his proclamation, Vice President-elect Jejomar Binay and his wife Dr. Elenita Binay hear Thanksgiving Mass at the National Shrine of the Sacred Heart of Jesus in Makati.

Read books

222 sister LGUs

Troubleshooting

'True volunteerism'

Senior citizens

'Caught napping'

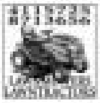
Repositioning

Binay receives congratulations from foreign gov'ts

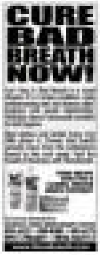
Lakas to Noynoy: Don't use pork against us

End to brownouts in South seen by August

11 flour millers face raps

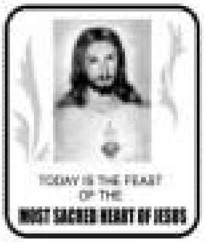




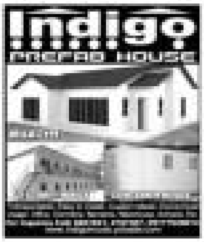









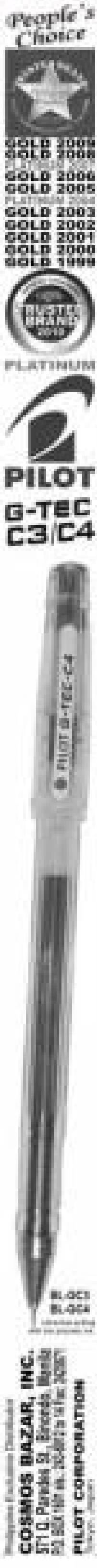












Comelec eyes PCOS technology for 2013 polls

Midterm elections

Clustered problems





Mild quake strikes off Mindanao






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FREE!
₱3,332.
FREE!
UP
BUY AN LCD*
GET A CAMERA
FREE
SAMSUNG ES15
₱1,665.
FREE
CANON A480
₱4,998.
FREE
CANON A480
₱8,331.
FREE!
UP
BUY A REFRIGERATOR*
GET A MICROWAVE OVEN
FREE
FUJIDENZO SM20
₱1,120.
FREE
FUJIDENZO SM20
₱2,749.
FREE
FUJIDENZO SM20
₱6,333.
FREE!
UP
BUY A FLAT TV*
GET A DVD PLAYER
FREE
₱833.
FREE
₱1,332.
FREE
₱1,332.
FREE!
UP
BUY AN AIRCON*
GET A STAND FAN
FREE
HANABISHI SF
COOL BLOSSOM
₱2,415.
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HANABISHI SF
COOL BLOSSOM
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PHILIPPINE DAILY INQUIRER

OPINION

Noynoy's choices

EDITORIAL



P-Noy explains his priorities

AS I SEE IT

Neal H. Cruz

'Teacher lang'

PASSION FOR REASON

Raul C. Pangalangan

Spotlight catches Aquino doing homework

ANALYSIS



Amando Doronila

Pill power play

PINOY KASI



Michael L. Tan

'Snapshots' at Women Deliver

AT LARGE



Rina Jimenez-David

Killing justice in Russia

WORLD VIEW

Vaclav Havel, Desmond Tutu, Richard von Weizsäcker, et al.

Project Syndicate

PCGG not owner but conservator of sequestered assets

Comelec comes too late, too little

Why Erap lost: Filipinos didn't forget

P15B-P20B needed for food security

Across the NATION

Probe of peace process funds sought

More violence in Basilan worries bishop



ILIGAN CITY—A MINDANAO-BASED PEACE advocacy group urged incoming President Benigno Aquino III to order an independent investigation of allegations of misuse of government funds allotted to an agency handling peace talks with communist and separatist Moro guerrillas.

Taal folk won't flee, believe in 'good spirits'



NEWSBRIEFS

NEGROS OCCIDENTAL

Gun goes off, kills German

NORTH COTABATO

3 rob suspects fall

ISABELA

2 cops killed in clash

DAVAO CITY

Quake jolts South Mindanao

CAVITE

Cavite job fair

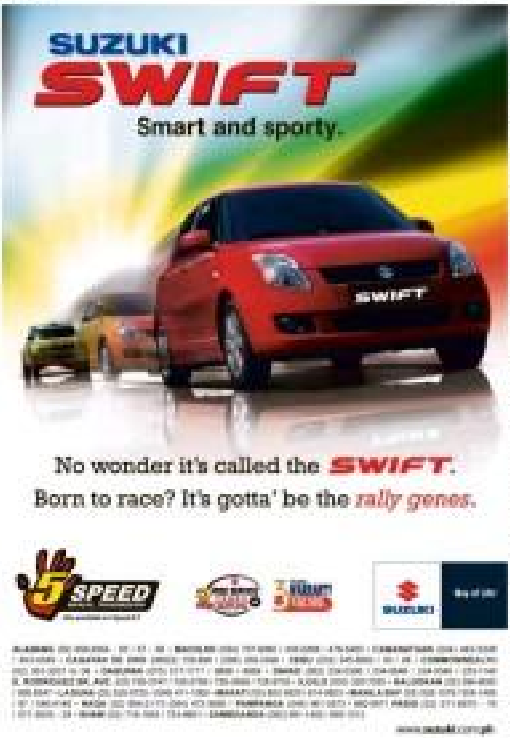
Supplier says Palawan power back on June 15

Contract feud stops electric supply from Ilocos wind farm



American held for employing minors, keeping unlicensed gun

Pampanga poll exec survives ambush

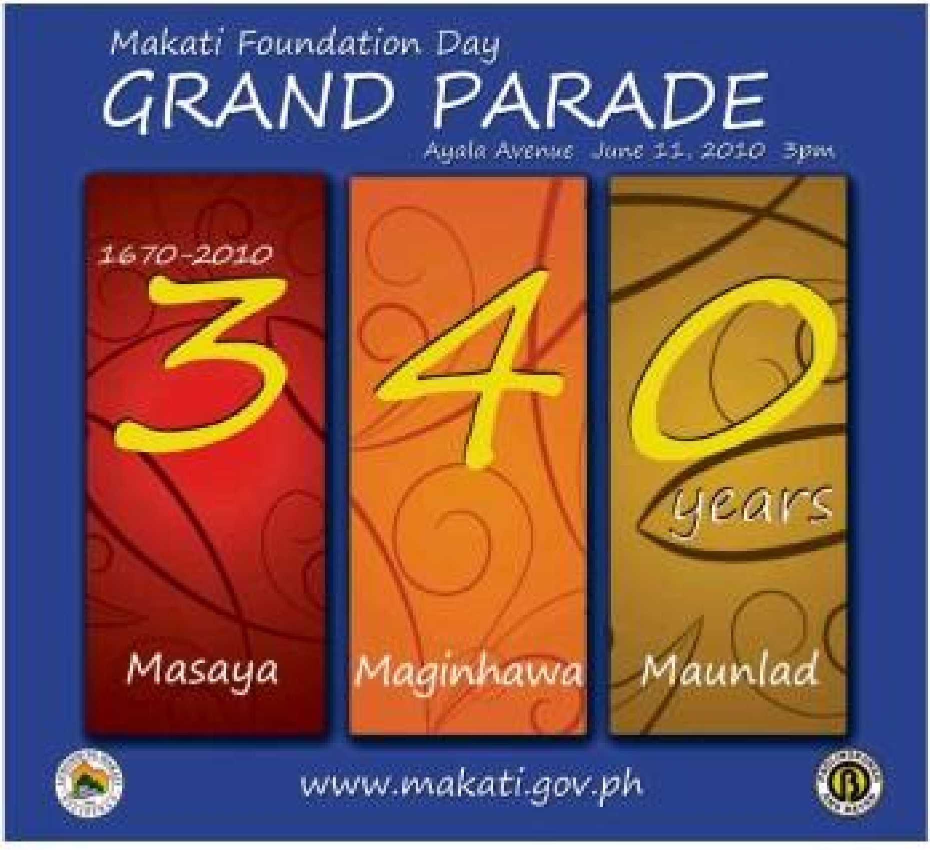


Political ambassadors' recall recalled by DFA

Co-terminus

Irrevocably resigned

Negative impact





CHIEF OF PALACE GUARDS President-elect Benigno Aquino III presents Colonel Dizon to the media.

Noynoy picks PSG chief

By Philip C. Tubeza

PRESIDENT-ELECT Benigno Aquino III yesterday chose for his chief bodyguard Army Col. Ramon Mateo Dizon, who defended his late mother, President Corazon Aquino, against several coup attempts.

Dizon, 52, who currently heads the Armed Forces Joint Special Operations Group, will be the new commander of the Presidential Security Group (PSG). He will be replacing Col. Jesus Semagonong of PMA Class 1981, who was appointed PSG commander in May 2009.

Aquino presented Dizon, a member of Philippine Military Academy Class of 1983, at a press conference yesterday at his Times Street residence.

"I first met him when he was part of PSG during my mom's time. He has proven himself competent in all assignments he had to handle," he said.

Battle-tested

"And the assignments were not clerical positions. These were field assignments. He was a member of the (Philippine National Police Special Action Force) in the 1989 coup. They were the ones who fought the rebel soldiers," he added.

Aquino also said he had a "fruitful" meeting with his late mother's former public works secretary Jose de Jesus, but declined to say what post De Jesus would be getting.

He said he will be announcing all the members of his Cabinet "shortly before" his inauguration.

Asked about Aquino's stated preference not to live in Malacañang, Dizon said it would be "difficult" but the PSG would do its best to secure the new President wherever he decides to reside.

"It's a very big responsibility. I've been there, I know what is expected. I am trying to choose the right people," Dizon said.

After holding his first media briefing, Aquino's incoming executive secretary, Paquito Ochoa, said the Aquino transition team was already coordinating with Malacañang.

"They [Malacañang] are very cooperative and cordial. I think even [President Macapagal-Arroyo] called the President-elect already. I don't see any problem in the transition. It's going to be very smooth," Ochoa said.

He said the Aquino team was considering holding the inauguration rites at the Quezon City Memorial Circle.

Sen. Manuel Roxas, Aquino's defeated running mate, was also at Times Street yesterday but he declined to give interviews.

Dizon, who has served three presidents, was a founding member of the Philippine Constabulary Special Action Force. He later transferred to the Army.

Dizon was a member of the PSG for nine years during Cory Aquino's term.

He was assigned to the Department of National Defense when former President Fidel Ramos was defense secretary in 1988. When Ramos became president, Dizon was again deployed to the PSG.

During the aborted term of ousted President Joseph Estrada, Dizon became commander of the PSG headquarters and headquarters support group in Malacañang. *With Jocelyn R. Uy*



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DID YOU KNOW

In 2007, the median age for brides in the Philippines was 24.7. For grooms it was 27.

Barrameda family still seeking justice

Please be fair, kin asks DOJ

By Beverly T. Natividad

EXACTLY A YEAR AFTER POLICEmen retrieved Ruby Rose Barrameda-Jimenez's cement-encased body from a steel barrel fished out of the waters off Navotas City, the victim's family held a prayer rally in front of the Department of Justice (DOJ) to demand justice for her death.

The victim's sister, actress Rochelle Barrameda, told reporters that she and her family wanted to remind people that the murder of her sister had yet to be resolved with her killers still unpunished.

The Barrameda family, along with members of the Volunteers Against Crime and Corruption and militant group Gabriela, also asked the DOJ to reconsider its earlier decision to drop the charges against one of the accused in the case.

Justice Secretary Alberto Agra said he would resolve all pending motions at the DOJ before he steps down. "We hope he can resolve this particular motion," Barrameda said.

She added that their family was merely asking that the case be treated with impartiality because they were confident that the evidence they had against all the accused was strong.

"We are not asking that all decisions be in our favor but we only ask that they please be fair," Barrameda said.

In a 12-page resolution released last March, then Justice Secretary Agnes Devanadera ordered Lope Jimenez removed as one of the suspects in the murder case.

Lope Jimenez is the owner of the Navotas-based Rosaus Garcia Jimenez Trading Co. He is also the brother of the victim's father-in-law, Manuel Jimenez Jr.

The brothers, along with four other men, were charged with the victim's murder in August last year.

At the same time, Devanadera ordered the inclusion of the victim's husband, Manuel Jimenez III, among the accused.

The victim was in the middle of a legal dispute with her husband over the custody of their children when she disappeared in March 2007. Her body was found on June 10 last year.



THE FAMILY of Ruby Rose Barrameda-Jimenez and their supporters hold a prayer rally in which they asked the DOJ to swiftly resolve the case filed against her alleged killers.

CRACKDOWN IN CAMANAVA

8 robbery gang leaders nabbed

Robbery suspect killed after shootout with Makati policemen

No follow-up



UP FIRE

Man claims money woes led wife to abortionist

Surveillance operations

Makati reroutes traffic for grand parade marking city's 340th foundation day

MetroBriefs

'Kapuso vs Kapatid': GMA seeks TRO vs TV5

DFA: No consular services on June 14

Medical missions for Manila seniors



ANTIFLOOD PREPARATIONS

The WORLD

UN Council slaps new sanctions on Iran

UNITED NATIONS—THE UN SECURITY COUNCIL imposed a fourth round of sanctions in as many years on a defiant Iran on Wednesday over a nuclear program the West suspects is aimed at developing atomic weapons.



AHMADINEJAD: Sanctions are "valueless."



Blast rips through Afghan wedding party; 40 dead

25 S. Korean brass face punishment over sinking of ship

Diana's racy black dress bought by fashion museum

Diggers find oldest leather shoe

IBM Academic Initiative Program now part of AMA curriculum



AMA Education System (AMAES), Asia's pioneer and largest network of universities and colleges, has entered into an agreement with IBM to integrate the IBM Academic Initiative program into the AMA curriculum making available certain programs, educational materials and software maintenance which will benefit all AMA University/College students.

According to AMAES President and CEO Dr. Amable C. Aguiluz IX, "the IBM Academic Initiative will provide AMA students access to world-class technical curriculum and real-world experience on industry-proven software." This timely partnership is in sync with AMAES' commitment to produce globally competitive knowledge workers and to field highly competent Information and Communication Technology manpower in the global market.

AMA faculty members will be provided with educational materials like tutorials, instructor guides, student guides, lab set-up guides and exercises, sample tests, workbooks, charts, white papers and IBM Redbooks. As a result, students will be given access to a huge amount of IBM software and support in modern IT technologies in the educational and business fields.

"The IBM Academic Initiative is a global program which aims to partner with institutions of higher learning all over the world to further educate students in new technology, open architecture and industry relevant skills" said James Velasquez, Country General Manager of IBM Philippines. He also stressed that IBM's goal is to address the IT skills shortage in the market, encourage technical innovation among the youth and to drive open standards. Velasquez noted that "by providing the right tools and training, AMA and other partner academic institutions may be able to incorporate industry-relevant and highly marketable skills into the education of students."

Under AMAES are the following learning institutions – AMA Computer University/College, ABE International Business College, ACLC, AIIT and St. Augustine in 200 campuses worldwide.

EducLoan Express for AMA students

What is AMA EducLoan Express?

AMA EducLoan Express is financial assistance in the form of a loan extended to students by AMA Education System and Radiowealth Finance Company (RFC) to help parents who want their kids to go to college now but are a little short on cash.

Who can avail of AMA EducLoan Express?

Qualified high school students and transferees who want to enroll at AMA University/College, ABE International Business College, ACLC, AIIT and St. Augustine can avail of the program. Just go to your selected AMA school/ branch, and fill out the application form. The school will then endorse the application to RFC. RFC will get in touch with you and advise you of the document/collateral requirements.

How much will I be able to loan?

This will depend on the credit evaluation. If your loan is approved, RFC will pay the annual tuition fee in full directly to AMA and you can pay it back in installments over a two-year period. For a two-year tuition fee loan, you can pay back over a four-year period.

What if the approved amount is less than the cost of the full-year tuition?

The first semester will be paid in full. Any deficit will be covered by you in the final semester. In the case of AMA University/College which is trimestral, the arrangement may vary slightly.

How much is the interest rate?

Very reasonable. As low as .85% per month.

How long will the processing take since classes have already begun for some AMA schools?

RFC will be able to give you a credit decision within three days from the time you submit complete documentation. As soon as you receive a favorable credit decision, a notice will be given to the AMA school/branch of your choice and the student can enroll already.

What makes AMA EducLoan Express better than other student loan programs available?

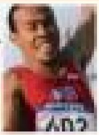
Most long-term loans are structured with interest being paid first before you even start paying for the principal. With AMA EducLoan Express, you pay for both principal and interest with the first payment you do.

Will someone be able to explain to me all the details of the program? Like what happens when my payments are delayed or if I default on one or a few of the payments?

Yes, RFC can answer all your questions. For more information on AMA EducLoan Express, call 373-3901 or 0921-4079389.



WHAT'S INSIDE
Long jumper Dagmil bags AGP gold /A28



SPORTS



Lakers go for 3-1 lead /A30

Africa's first World Cup kicks off tonight

JOHANNESBURG—THE CURTAIN [illegible]

[illegible] AFP

Derby Ace out to log key win

Llamados clash with E-Painters

By Musong R. Castillo

DERBY ACE, ONE OF ONLY TWO TEAMS [illegible]



[illegible]

M. Lhuillier, Ascof Lagundi forge PBL-Liga showdown

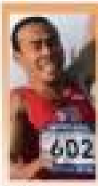
Adamson, JRU eye title clash

Favorites test FilOil giant-killers



Bersamina, Batucan keep RP hopes alive

Long jumper Dagmil bags AGP gold



DAGMIL

Patrombon advances but Alcantara ousted

Crack foreign field due for Asian karting

Who will watch the World Cup?

One Game at a Time



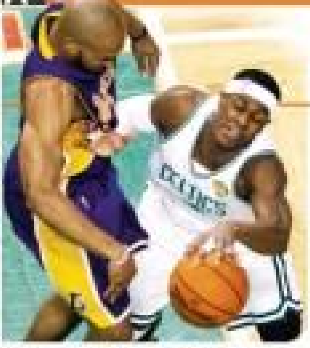
Sev Sarmenta

Ong paces men's singles in PBC bowling tilt



*Visible flakes only with regular use

SPORTS



LA Lakers guard Derek Fisher (left) hounds Boston Celtics counterpart Rajon Rondo in this Game 3 action Tuesday

Lakers go for 3-1 lead

[illegible]

BUSINESS

Export earnings up 38.9% in 1st 4 months

Outbound trade increased by 27% to $3.6B in April

EXPORT EARNINGS continued their double-digit rise in April at 27.4 percent year-on-year, reaching $3.573 billion, the National Statistics Office said yesterday.

Net FDI inflow rose by 19% in first quarter

Campos group ahead in bid for Pure Foods

INDICATORS

PESO-DOLLAR RATE 46.69



Local stocks continue downtrend

STOCK MARKET 30.34



Consumer sentiment down; El Niño effect cited

RP to import more sugar as output falls

BSP survey notes adverse effects of weather on income

Farmers and disability

COMMENTARY

Medical mission

Inspiring story

DA's expanded role

Recommendation

Export earnings up . . .

FDIs rose at net inflow . . .

Benpres undergoes change

[illegible]

PRULINK	PRU LIFE UK	
[illegible]	[illegible]	[illegible]



[illegible]

CLASSIFIEDS

PANASONIC MANUFACTURING PHILIPPINES CORPORATION

ORTIGAS AVENUE EXTENSION, TAYTAY, RIZAL

NOTICE OF STOCKHOLDERS' MEETING

Notice is hereby given that the 2010 Annual Stockholders' Meeting of PANASONIC MANUFACTURING PHILIPPINES CORPORATION will be held at the Auditorium Building, Panasonic Manufacturing Philippines Corporation, Ortigas Avenue Extension, Taytay, Rizal on June 18, 2010 at 3:00 P.M.

The Agenda of the meeting is as follows:

1. National Anthem
2. Call to Order
3. Establishment of the Quorum
4. President's Annual Report
5. Approval of Minutes of 2009 Annual Stockholders' Meeting
6. Financial Report
7. Ratification of all acts, resolutions and proceedings of the Board of Directors and Management since last year's Annual Stockholders' Meeting
8. Election of new members of the Board of Directors
9. Appointment of External Auditors
10. Other Business
11. Adjournment

The Board of Directors has fixed the close of business on May 28, 2010 as record date for the determination of stockholders entitled to notice and to vote at said Annual Meeting.

Stockholders who will not be able to attend the meeting may designate their respective proxies and send the proxy forms to the Office of the Corporate Secretary not later than June 11, 2010.

MANAGEMENT, HOWEVER, IS NOT SOLICITING YOUR PROXY. Corporate stockholders should attach to their proxies their board resolution designating authorized representatives.

Registration starts at 3:00 P.M. on the scheduled meeting. For your convenience in registering your attendance, please present any form of identification such as your Professional I.D., Passport or Driver's License.

Taytay, Rizal, May 13, 2010.

(Sgd.) HUMBERTO Z. MONDRAGON
Corporate Secretary

Republic of the Philippines

[illegible]

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

Procurement of Works for the Construction of Multi-Purpose Structure/Covered Court

[illegible]

More Classifieds on pages

CLASSIFIEDS

OBITUARIES

Gregorio Lopez Gutierrez, Jr.

(Born February 19, 1936)
Peacefully rested in the infinite warmth and embrace of Our Lord on June 8, 2010 at the age of 74.

Son of Violeta Lopez-Bacon (†) and Gregorio Planas Gutierrez (†). He is survived by his wife Annie Montano, children John & Rosette Zabarte, Tina & Carl Schallig, Mark (†), Ria & Snookie Lim, Greggy and Ziggy, grandchildren Wesley (†), Lance & Chelsey, Mara, Mari & Francis, Michael, Luigi, Marco & Sandro. Brothers & in-laws Tony & Josie, Baby & Irene and sister Gigi, nephews, nieces and relatives respectfully request prayers for the eternal repose of his soul.

His cremains lie at Chapel C, Christ the King Church, Greenmeadows, Quezon City.

Interment will be on Saturday, June 12, 2010 at the Garden of the Divine Word, E. Rodriguez Sr. Ave., Q.C. after the 10:00 a.m. mass at the Christ the King Church, Greenmeadows.

Jane Caceres Baltazar, MD, DrPH

of Bulsi, Camarines Sur
December 27, 1934 – June 8, 2010
Joined the Grace of our Lord at the age of 75

As a former Dean and Professor Emeritus of the College of Public Health (UP Manila), she graduated from the College of Medicine (UST, Class 58, Cum Laude). She earned Masters (Harvard Univ.) and Doctoral (UCLA) degrees in Epidemiology.

Her bereaved husband, Vicente Baltazar, Jr., her children [illegible], and her grandchildren [illegible] request families, friends and pious readers to pray for the eternal repose of her soul.

Her body lies in state at Arlington Memorial Chapels, Araneta Avenue, Quezon City through June 13, 2010.

Interment will be in Bulsi on June 16, 2010.

Our Dearly Beloved

FLORA DAYRIT VELARDE

December 24, 1920 – June 5, 2010
of Quezon City and Pili, Camarines Sur

[illegible]



Message of Thanks

We, the family of the late

LEWIS PIO K. ALIGAEN

May 5, 1955 - June 7, 2010

wish to convey our deepest appreciation to all who condoled with us through your visits, flowers, cards, message of sympathy, donations, offering of Masses and prayers, attendance to his funeral rites and memorial services, and, who in countless ways helped and comforted us during our moment of grief.

Please continue to pray for his eternal repose in Heaven.

"Naked I came from my mother's womb, and naked I will depart. The Lord gave and the Lord has taken away; may the name of the Lord be praised."
– Job 1:21

Romeros to buy MVP group out of North Harbor firm

SMDC starts last phase of condo project

HCPTI may take in new partner

Changing of the guard



Raul J. Palabrica

Campos group ahead ...

Benpres ...

Philippine Stock Exchange

Currencies

McCann Worldgroup Philippines Signals Digital Step Up with New MD



McCann Worldgroup Philippines announces the appointment of Donald Lim as Managing Director for its digital relationship marketing discipline, MRM, signaling the agency's step up in the digital big league. This move elevates the game of MRM, acclaimed globally as Interactive Agency of the Year by B to B, and one of Adweek's top Digital Agencies.

Lim brings to MRM a distinctive track record in digital marketing. Prior to his move, he was concurrent President & CEO of Yehey Corporation and Media Contacts, which handles digital AOR assignments for P&G, Unilever and Unilab. Lim is also an authority in the Philippine digital industry, as the Founding President of IMMAP (Internet and Mobile Marketing Association of the Philippines), where he was instrumental in the establishment of the digital code of standards and ethics, and in the introduction of the country' Digital Diploma Program.

Rounding up Lim's extensive marketing experience are previous stints at Philippine Daily Inquirer, and at Burger King Philippines, where he was VP and Head of Marketing. Lim's professional credentials include Certified Professional Marketer (awarded by APAC Marketing Federation), Certified e-Marketing Consultant (recognized by the Australian eMarketing Standards Board of the Sales and Marketing Institute International) and Young Market Master for Online Marketing (awarded by Mansmith and Fielders). He holds a Doctorate Degree from the University of Phoenix Online and a Masteral Degree from the Murdoch University in Australia, and served as President of the Philippine Marketing Association and as Board of Trustee of the Philippine eLearning Society.

Ricki Arches, McCann Worldgroup Philippines President & CEO, said, "Donald's appointment is a clear indication that McCann is set to become a formidable force in the digital space. Under Donald's leadership, MRM will deliver a new level of marketing ideas and solutions and become an even stronger contributor to the best-in-class integrated solutions that McCann Worldgroup is known for."

Local stocks ...

From page B1

[illegible]

Another Cityland landmark is set to rise in the heart of Tagaytay City

For 38 years in real estate development with a continuing commitment for each and every Filipino family to have a place they can call home, Cityland, the Leading Condominium Developer Presidential Awardee, will soon launch its latest project in the scenic City of Tagaytay.

TAGAYTAY PRIME RESIDENCES promises to be an irresistible investment opportunity. Be it for rest or recreation, Tagaytay City is a perfect refuge away from the busy metropolis. Cityland, Incorporated, which has established a proven track record in the completion and delivery of all its projects, takes pride and inspiration from this latest development.

TAGAYTAY PRIME RESIDENCES is conveniently situated at the Tagaytay Prime Rotunda, Brgy. San Jose, Tagaytay City. Its proximity to tourists' centerpoint and accessibility to transportation and commercial establishments make it a remarkably ideal location for everyone.

The project consists of four (4) condominium buildings rising 21-storey high. Choices of well designed commercial and residential units in 1-bedroom will be available in cash or easy payment scheme of up to 10 years on a first come, first served basis. Special discounts may be availed of on a limited period only.

Features and amenities such as common viewing balcony for residential floors, swimming pool, multi-purpose area, 24-hour association security and viewing deck with jogging path will be provided to ensure comfort and convenience.

Cityland has made a positive impact in developing and marketing quality projects at strategic location that is friendly on the budget which has afforded clients/ investors a good return on investment. We commit, we deliver.

Be one of the fulfilled clients who have trusted Cityland's expertise for their real estate needs. For further details, you may call at CITYLAND: Makati - 812-2222, Ortigas - 687-3333, Vito Cruz - 567-3333, Manila - 242-1212 or log on to our website at www.cityland.net or email us at investment@cityland.net.

People, Events & Products

The McDonald's 'Make Your Cheeseburger Count' Campaign

[illegible]



AIR21 DELIVERS 41,714 PACKAGES FOR ELECTIONS

[illegible]

Product Files

Buy a Newton for a chance to run in Kuala Lumpur marathon



[illegible]

Experts to lecture on how to lend money safely

[illegible]

National Power Corporation

Invitation to Bid

for the

Supply and Delivery of Engine Lubricating Oil

Power Barges 101, 102 & 103 for CY 2010

REPUBLIC OF THE PHILIPPINES
CEBU PORT AUTHORITY

AN INVITATION TO BID

Bangko Sentral ng Pilipinas

REQUEST FOR EXPRESSION OF INTEREST FOR THE TREASURY MANAGEMENT SYSTEM

INVITATION TO BID

NOTICE

DEPARTMENT OF LABOR AND EMPLOYMENT

NOTICE OF FILING OF APPLICATIONS FOR ALIEN EMPLOYMENT PERMIT(S) (AEP/S)

REPUBLIC OF THE PHILIPPINES
CEBU PORT AUTHORITY

ERRATUM

NOTICE OF DISSOLUTION

Business

World Bank sees robust growth in remittances



Exxon may invest $500M in Sulu venture

Court stops implementation of car tax scheme

BUSINESS Friday





TO KEEP a hold on its market, JanSport regularly updates its styles.

How two top brands sell their ware

By Tina Arceo-Dumlao

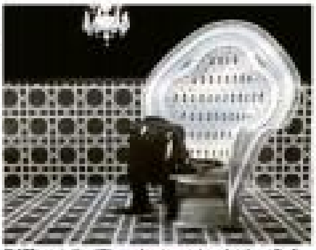
(First of two parts)

THERE IS NO SINGLE BREAKthrough formula that will instantly increase retail sales desperately needed by chief executive officers, sales and marketing managers and entrepreneurs.

And there is also no one style-fits-all strategy that can be applied to all marketing challenges. The approach and style that did wonders for one company will not necessarily work for another.

There are just too many factors in play.

According to brand and marketing experts, the type of product or service, target market, price point, budget and brand re-



The brand equity measuring stick debate

MARKETING Rx

Dr. Ned Roberto & Andy Roberto

Is "less" more?

The Interbrand model

The Aaker Model

Timeless beauty of Filipiniana wear



Heavy working capital

For the modern Pinay



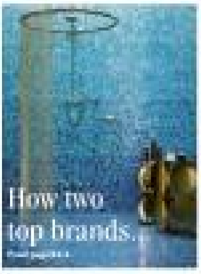
How two top brands sell their ware



Bisazza

JanSport





What it takes . . .

Sweet . . .

Goings-on

Laundry shop operation seminar set

Consumption-based lifestyle boosts growth of franchising

Meet me at Wack Wack

BUSINESS *Friday*

What it takes to market places to bring economic development



THE PYRAMIDS of Giza, ancient wonders constructed 5,000 years ago

By Karen V. De Asis
Contributor

A KEY INDICATOR OF MARKETING a country successfully includes generating tourism receipts and attracting investments. Having catapulted leadership and enterprise, tourism spurs employment, industries, new businesses and overall, sustained economic development.

Tourism has become a major international trade category and ranks fourth after fuel, chemical and automotive products. Worldwide tourism receipts has reached $944 million in 2008 from $857 million in 2007, far from $264 million in 1990.

Source: Tourism Highlights, 2009, UNWTO

It is estimated that in countries where tourism is a small sector, the contribution of tourism to GDP is a low 2 percent while the contribution of countries where tourism is an important pillar is often 10 percent or even higher.

In 2020, it is projected that international tourist arrivals will reach 1.6 billion, far from the 25 million in 1950 to 277 million in 1980 and 922 million in 2008.

Along with the rise in the number of tourists, is the discovery of many new destinations other than the traditional destinations in Western Europe and North America.



THE WALLS surrounding the Temples of Angkor Wat in Cambodia have a historical record for all to see.

Why travel

In the 2009 Tourism Highlights report made by the United Nations World Tourism Organization (UNWTO), data indicated that half or 51 percent of the international tourists traveled for purposes of leisure, recreation and holidays while 15 percent traveled for business purposes while 27 percent traveled for various reasons including visits to relatives, pilgrimages, health treatment, etc.

Source: Tourism Highlights, 2009, UNWTO

Ingredients for successfully marketing countries

Successfully marketing countries is never based on whim or patronage but requires strategic thinking, focus and efficient marketing. This requires the following:

Differentiated attractions. Countries capitalizing on tourism receipts must unique, saleable or signature features. These can be in the form of historical and cultural legacies like Egypt's Pyramids of Giza and Valley of the Kings, Greece's Parthenon, China's Great Wall, India's Taj Mahal, Cambodia's Bayon and Angkor Wat; or natural attractions like South Africa's Victoria Falls in Zimbabwe, the Philippines' Chocolate Hills in Bohol or St. Paul's Subterranean river, also known as Puerto Princesa in Palawan or the Tubbataha Reef located in the Sulu Sea off the coast of the Philippines, Australia's Great Barrier reef in Queensland, Brazil's Guanabara bay known as the Harbor of Rio de Janeiro, Mt. Everest on the border between Nepal and Tibet, China; or modern infrastructures like France's Eiffel Tower and Musee du Louvre, UAE-Dubai's The Burj Khalifa or world-renowned places of worship like St. Peter's Basilica in Rome's Vatican City, Holy Mecca of the Kingdom of Saudi Arabia, Temple of Heaven in China; or war memorials like the Philippines' Corregidor Island, Vietnam's Cu chi tunnels; even commercial family entertainment attractions like Singapore's Sentosa island, Malaysia's Genting Highlands and the Disneyland franchise in selected countries, among others.

A satisfying experience is key to sustaining tourism. Satisfaction and a quality experience is immediately measured through hassle-free travel arrangements that include smooth processing of travel visas, convenient flight and land travel arrangements, safe and relatively comfortable lodging despite tight budgets, well-spaced tours and visits to the destination's major tourist attractions, affable and cooperative tour guides and escorts, meals that represent the destination's unique cuisine.

Tourists who have had enjoyable experiences are walking advertisements and compelling endorsers.

Designing a product appropriate to a target market. A good number of travelers are no longer young, saving up all retirement to reach a particular tourist destination. Many tour agencies fail to consider the age and health of these travelers, offering the same canned tours for young and old. It is best to determine a travelers' motivation and use this as basis to design an appropriate product.

PAGE B2-1



THE PARTHENON in Athens, Greece, is undergoing reconstruction.

Sweet franchising success

IT CAN'T GET ANY SWEETER than this: Five years after Jollibee Foods Corporation (JFC) took over the helm of Red Ribbon Bakeshop, the specialty cakes chain continues to expand nationwide and in North America.

"Red Ribbon continues to be the choice among global Pinoys' discerning palates. Our success is a result of making sure our customers are always happy," says Fred Mascardo, Red Ribbon Bakeshop's South Luzon head.

JFC acquired Red Ribbon in 2005. From a 180-branch network nationwide, the cake chain now has 233 branches. In the United States, there are 16 branches: 12 on the West Coast and three on the East (two in New Jersey and one in New York), a 100 percent growth in the number of US branches since Jollibee took over.

Innovations in franchising

Mascardo credits Red Ribbon's expansion to an increase in market demand, as well as the brand's franchise visibility. He says the company has created new franchise models that now require lower investments.

"We have gained a lot of ground in our franchise rollout program. Franchising is about developing partners. It takes time," explains Mascardo, who is also overall chair of Philippine International Franchise Conference and Expo (PIFCE) 2010 which will be mounted by the Philippine Franchise Association (PFA) on July 14 to 18, at the SMX Convention Center.

Red Ribbon, Mascardo adds, has also introduced tangible improvement for operations to keep franchisees happy.

"Back then, franchisees had to invest in refrigerated trucks worth at least P1.5 million each. We have changed that by including franchise stores in our route so they just have to pay the charges as the products are delivered to them. That's not one P1.5 million in investment cost," explains Mascardo about the bakeshop which bagged the Philippine Franchise Association's (PFA) "Outstanding Filipino Franchise" Hall of Fame honor at the 10th Franchise Excellence Awards last year.

However, franchises are only available in the Philippines at present. For the balance of 2010, Red Ribbon plans to open eight more branches in the Philippines, half of which are franchised. In the next five years, the company hopes to bring the idea of franchise branches to [illegible].

He says that franchising is a serious business commitment where "money doesn't grow on trees."

"The most important formula is to put your time in the franchise business. Do your research. Get advice from a legitimate franchise group, know your franchisor and ask other franchisees," he adds.

More franchising secrets will be shared at the franchising conference on July 14 and 15. Among the speakers are UP School of Economics professor Dr. Benjamin Diokno on "Global/National Economic and Business Outlook"; Jos

SWEET B2-5



NEW LOOK This new branch at Bonifacio Global City in Taguig.

LIFESTYLE Fashion & Beauty
Editor Thelma Sioson San Juan
Contributing Editors Apples Aberin-Sadhwani, Joael Ygpuras and Nia Francisco-Prieto

This season's 'it' bags: Mulberry Alexa vs Proenza Schouler's PS1

The utilitarian flap bag PS1 was first seen on Mary Kate Olsen and Danielle Steele's daughter Vanessa Traina



INSPIRED by [illegible] and her vintage Mulberry [illegible], the Alexa has become the bestseller in the Mulberry collection with a [illegible]

By Ingrid Chua-Go
Contributor

WHAT A WELCOME CHANGE TO see two "new" designer bags take over as the season's must-haves, allowing older designer classics to take a back seat.

Designs from Lazaro Hernandez and Jack McCollough of Proenza Schouler may have designed their must-have first, but Mulberry creative director Emma Hill [illegible] with her design, which she named after a model/TV presenter.

How did these bags become so in demand of late?

Leader in leather

Mulberry is not new to the luxury leather goods industry. Established in Somerset, England, in 1971, the company has already carved a name in the bag industry. The brand may not yet be as mainstream as Louis Vuitton, but it is earning recognition for its leather products.

Just five years ago, the Roxanne bag with two exterior pockets and many belt-buckle straps became famous, albeit briefly. It was overshadowed by the success of British designer Phoebe Philo's bag for Chloe, the Paddington.

Mulberry has since tried to shed off its staid image by hiring Emma Hill as creative director in 2008. Before this, Hill had been credited for the success of accessories collections for brands like Marc by Marc Jacobs, Chloe and the Gap.

Looks like Hill's appointment paid off—this year's



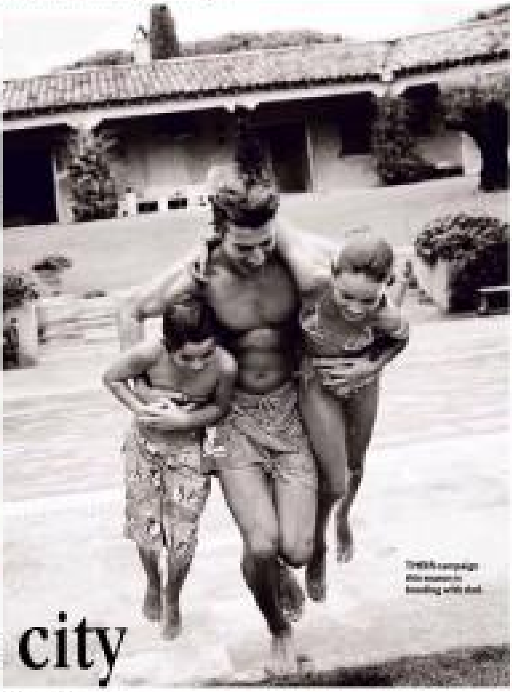
PROENZA Schouler's PS1 is similar to Alexa, but is available in more colors.

TURN TO [illegible]



The Saint-Tropez original Vilebrequin feels right at home in beach-crazy Philippines





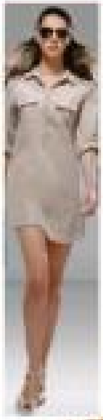
Beach in the city

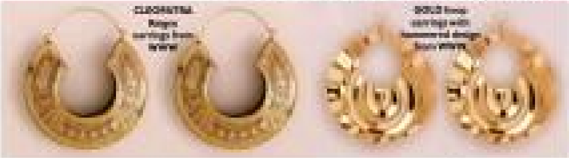






This season's 'it' bags: Mulberry Alexa vs Proenza . . .







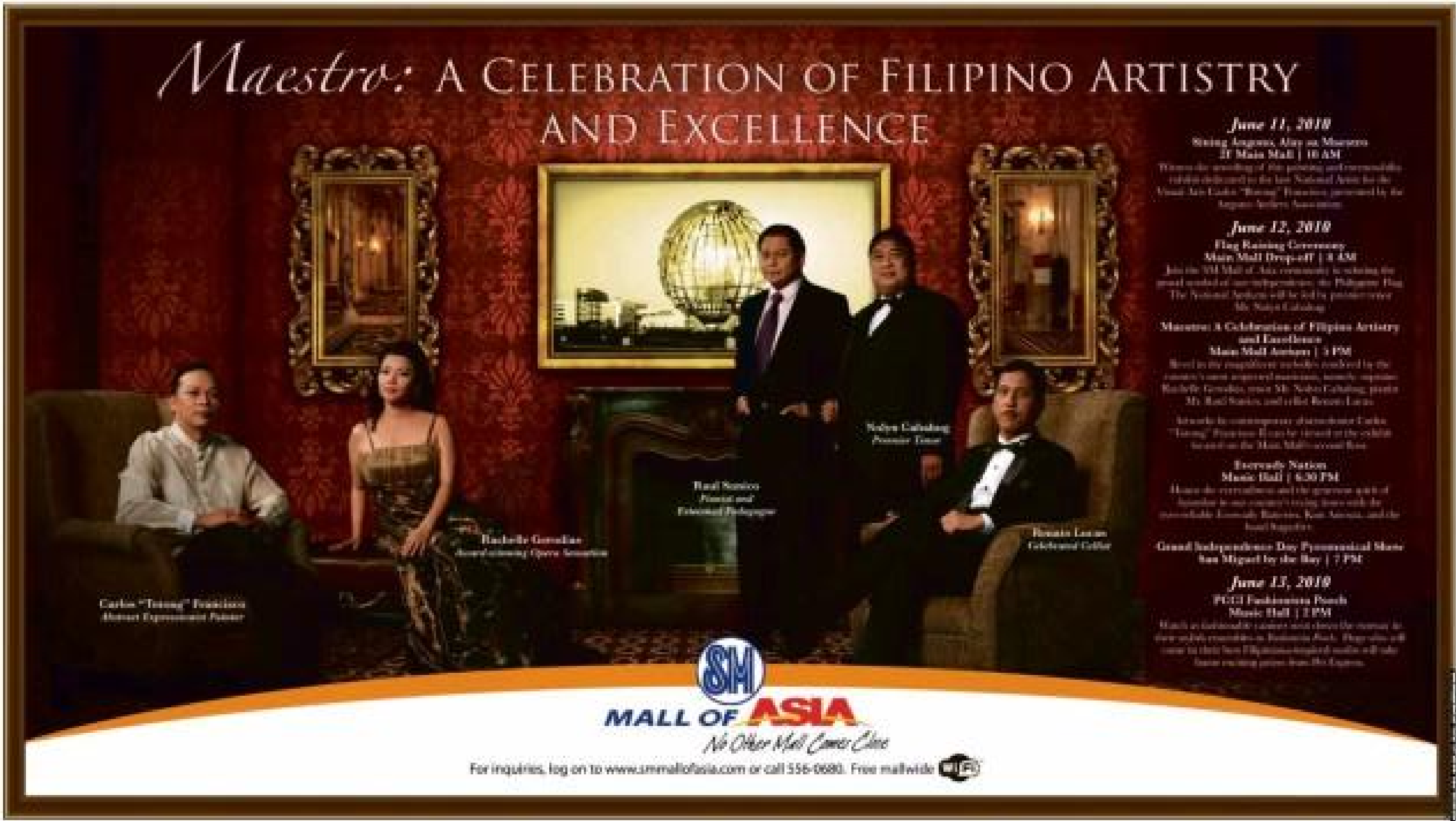
SM accessories make runway debut










Maestro: A Celebration of Filipino Artistry and Excellence
June 11, 2010
June 12, 2010
Flag Raising Ceremony
Main Mall Drop-off | 8 AM
Maestro: A Celebration of Filipino Artistry and Excellence
Main Mall Atrium | 3 PM
Music Hall | 6:30 PM
Grand Independence Day Pyromusical Show
San Miguel by the Bay | 7 PM
June 13, 2010
Music Hall | 2 PM
MALL OF ASIA
No Other Mall Comes Close
For inquiries, log on to www.smmallofasia.com or call 556-0680. Free mallwide



LIFESTYLE Fashion & Beauty



'The shampoo with the black head'

Or how being sensitive to women's yearning for freedom and individuality yielded the world's first shampoo



[illegible]

[illegible]

THE SHAMPOO, D2





'The shampoo with the black head'

that paved the way for the mass marketing of shampoo in Germany.

• Taft, the liquid former (1950s), spawned the expression "Tafting," which meant using hairspray.

• Igora Royal, an excellent hairdresser (1960s), became one of the most important hair care products of the '60s.

• Igora Young (1970s), for hair coloring and toning, completely simplified the hair coloring process.

• Schwarzkopf Taft Hairspray (1980s), the first completely CFC-propellant-free product on the market.

• Igora Botanic (1990s), plant-based semi-permanent hair colors without pesticides, herbicides and fungicides.

• Re-Nature (1998), Schwarzkopf's color-aimed product and the world's first self-pigmenting toner for graying hair through a revolutionary formula that reacts with oxygen in the air and restores grey hair to its natural color.

Schwarzkopf has thrived for the past 111 years by being dynamic. It manages to read the times well and respond to the ebb and flow of history with agility and imagination.

Hans Schwarzkopf revolutionized our hair care, and also infused the spirit of excellence and timelessness into his creations.

Schwarzkopf Professional Salon products are exclusively distributed by Euphoria Marketing Inc., Tel. 6502493.



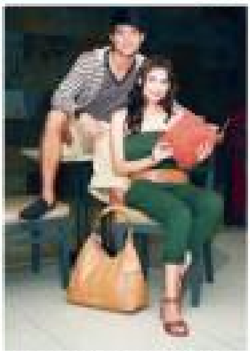
THE DYE, Drug and Perfumerie shop store of Hans Schwarzkopf, a chemist, opened in Berlin in 1898.



IN 1947, the first ever perm product allowed a permanent wave without needing to heat the hair to 100° C.







Model graduates



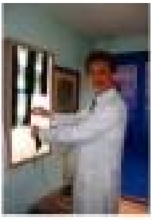
TrimPlus answers summer hair woes

Good News for Knees:

Makati Med pioneers Unicondylar Knee Replacements







LIFESTYLE Fashion & Beauty

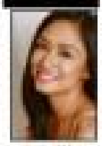


How to get flawless skin, eyes without dark circles

WITH A NEWSPAPER column called "Tricks of the Trade," it was exciting for me to get beauty advice from experts on a weekly basis.

> **Your skincare regimen should consist of three steps: cleanse, moisturize and protect**

Ask Kelly

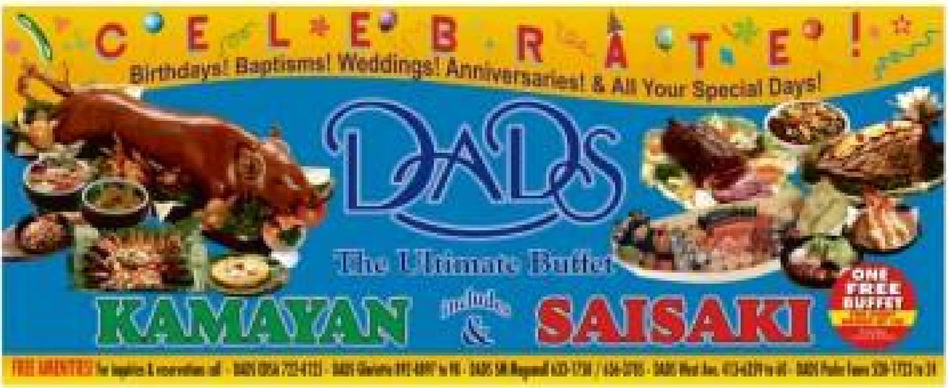


Kelly Misa

1 What is the best thing to do to achieve flawless skin?—Roselyn A.

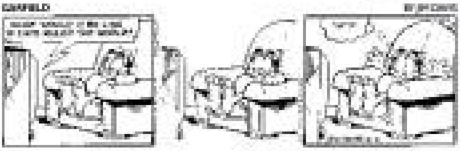
2 What is the best way to minimize dark circles?—Denise Gil.



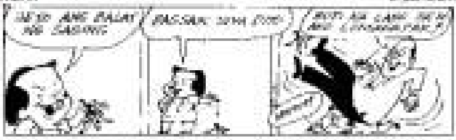




GARFIELD — BY JIM DAVIS



A. LIPIN



PUGAD BABOY — BY PM JUNIOR



DICK TRACY



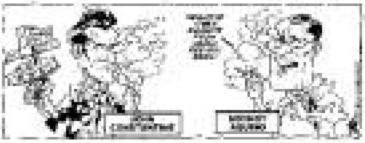
LOVENOTES



JAMES BOND



DIVINE COMEDY



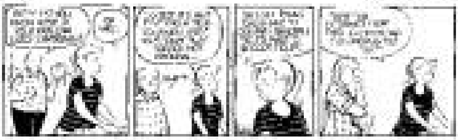
BABY BLUES — BY JERRY SCOTT



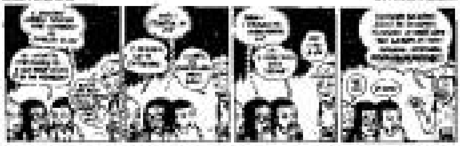
TULDOK



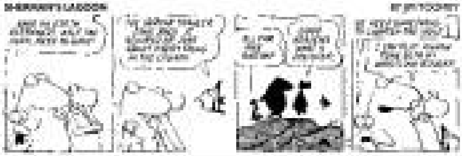
ZITS



KIKO MACHINE



SHERMAN'S LAGOON — BY JIM TOOMEY



HOROSCOPE

BY FRANCES DRAKE

CONCEPTIS SU DOKU

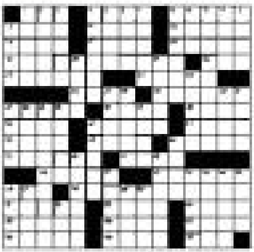
HOW TO PLAY SU DOKU

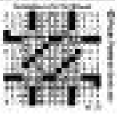
Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9. Tips and programs at www.sudoku.com

Conceptis Sudoku

						2		
			7	5		4		
6			9		4			
1	4						8	
7								3
	8						5	9
			4		2			1
		8		6	3			
		5						

CROSSWORD PUZZLE





How a June bride can look her best on the big day

MAKEOVER 911



Good skin

Downside

Lush lashes

Nails

Panasonic Eco Ideas for Life






BE PROUD OF YOUR
HERITAGE
Celebrate Independence Day
at SM City North EDSA
city
NORTH EDSA

LIFESTYLE Fashion&Beauty





ANGEL Locsin in Folded & Hung's choice of blue

Go low rise for back-to-school

FOLDED & HUNG'S LOW-rise jeans make an exciting back-to-school statement with good workmanship, limited availability of cuts, innovative fabric treatments and washes and the obsessive attention to fit.

Folded & Hung's new generation of jeans features vintage-inspired acid, sand and carbon-washing treatments, tie-dying, enzyme-blasting, whiskering and creasing of denim material. They come in regular, skinny and cigarette jeans and cuts.

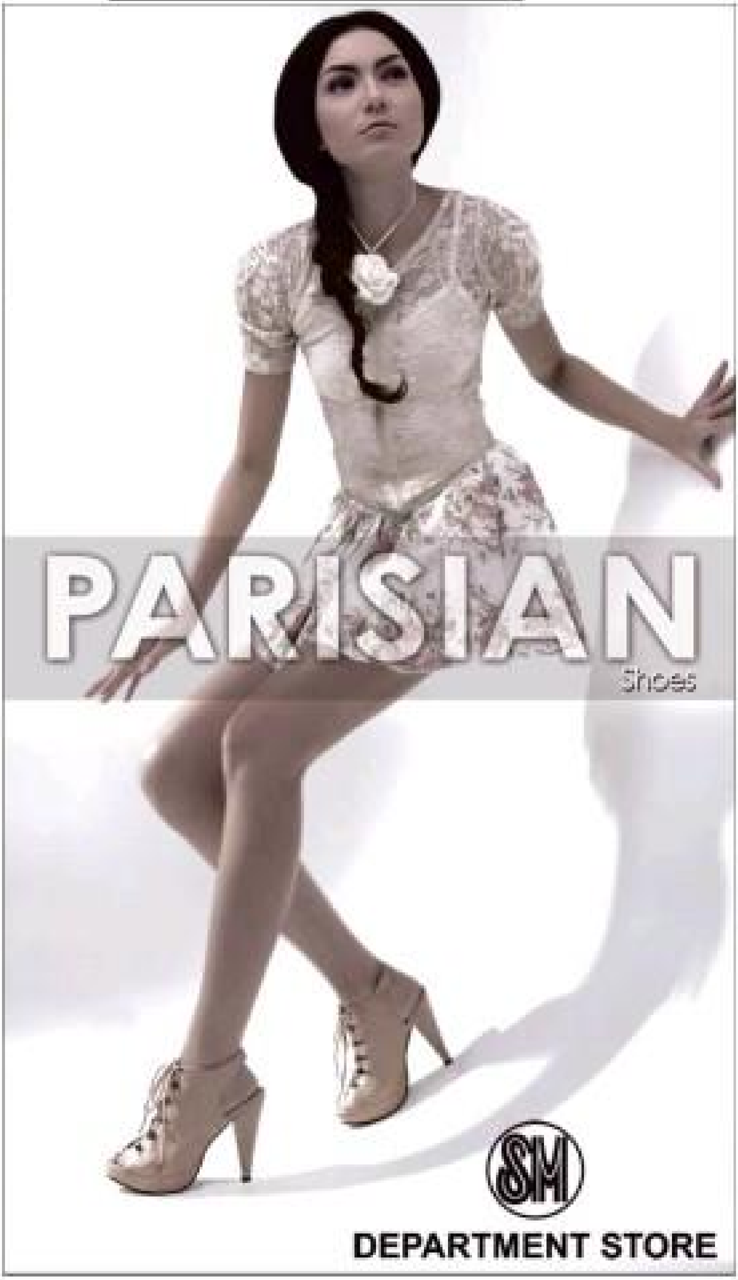
They come in variations of colors—blacks, grays and browns are emerging trends.

Completing the season look are other pieces—for men, tees with fresh cuts and details, button-down Tumbler shirts and hoodies. Cotton graphic tees in mixed colors and collegiate print designs stand out. Wind cheaters in lightweight material are versatile for hour or rain, and day or night wear.



SAM Milby in low-rise jeans

Women's tops have cutting-edge details such as laminated foil, metallic prints with raw edging





















Dinner, cultural show highlight Thai Airways' golden anniversary













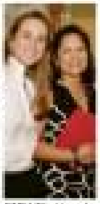
WITHOUT BATTING AN EYELASH

Maurice Arcache



Photos by Alex Van Hagen using [illegible] Photo Solutions

[illegible]



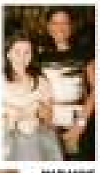














[illegible]

Celestina show

[illegible]



Go low rise for back-to-school



Edgar Allan presents Day to Night collection



Launch of book on Mass

Summit Ridge anniversary promo

DBP's 112th anniversary

Dusit's Filipino buffet



Rico Hizon: Proud Filipino, proud father

WATCHING BBC World News anchor Rico Hizon deliver the news from Singapore to a global audience in the early morning makes Filipinos proud. Hizon wears his trademark smile of confidence and positive outlook as he breaks the day's news.

Hizon is proud dad to five-year-old Migo. While he and wife Melanie are raising him in Singapore, Hizon makes sure Migo develops the Filipino traits. Hizon is a proud advocate of Pinoy optimism (check his advocacy—www.GoodNewsPilipinas.com). Even in his choice of business wear, Hizon carries over this pride of country. He wears CEO (Corporate Executive Outfits), a Filipino brand, from suits, shirts, barong to neckties. "CEO has the quality and designs that are globally comparable at competitive prices," he says.

This Father's Day Hizon celebrates with his family a global tradition with his distinctive Pinoy touch.



THIS proud Pinoy pop likes his CEO shirt bright, like his outlook in life.

Clothes by CEO, available at The Block, SM City North Edsa, The Landmark Trinoma, Metro Gaisano, Market! Market!, Robinsons Department Store Pasig, SM City Bacoor, and Marquee Mall.

LIFESTYLE Fashion&Beauty



Art heals, music matters

THE WORKING CLASS



Trina de Leon-Galvez embodies the Waldorf-style of education, which she advocates





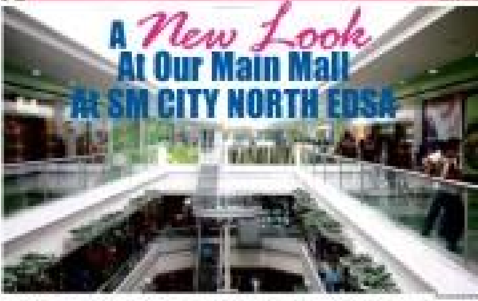
What Mike Enriquez loses hair over

The new face of Svenson's new anti-hair loss treatment is worried about his first 'baby'





A New Look At Our Main Mall At SM CITY NORTH EDSA



A New Look at Beauty and Wellness



A New Look of Fun and Learning



A New Look at Fashion and Fun



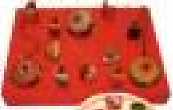






















Energy-saving 23-inch LCD monitor with LED backlighting



TON LAO

WITH THE RAPID EVOLUtion of graphic quality, not just any monitor will do. Photo editing, video post-production, digital illustration, graphic design, serious gaming or efficient mix of business and leisure—all of these demand high graphic quality and exceptional performance from one's monitor. Settling for cheap, unreliable monitors will render the impressive features of a computer virtually useless.

Both professionals and techies have taken to Samsung Premium Monitors, like the PX2370 which has an extraordinary 23-inch wide LCD monitor with LED backlighting.

The PX2370 is only one of the new exciting monitor released from Samsung Electronics Co., Ltd.

"I had a 20-inch LCD monitor that seemed so promising when I bought it," says Aaron Atayde, host of Studio 23's tech program Quick-E. "But it was horrible! Colors were blending onto one another, there were many dead spots, and it overheats."

The "hyper-real" quality his TV-turned monitor had been disconcerting for Paolo Ferrer, associate editor for multimedia of a major network and member of the emerging artist collective [illegible]. "While that hyper-real quality is good for photos, it's not so good when it comes to things you need to do for work," he says.

Perfect for Atayde and Ferrer's demands for the best graphic quality is the Samsung PX2370—an ultra-slim monitor with breakthrough picture quality which ensures that dark and light colors will never blend into other hues and never compromised. With a mega dynamic contrast ratio of 5,000,000:1, the PX2370 produces more detail than an ordinary monitor. And partnered with a response time of only two milliseconds, images are clearer and more vivid, definitely a joy to use in Photoshop, Illustrator, video-editing software, games and other graphic-heavy applications.

For photographer Mitch Mauricio, color quality is very important as she needs her monitor to reproduce the exact hues she shot with her camera.

"I need the colors to be very close to what I captured with my camera and also, what's on the monitor should be very close to the print-outs," she said.

The PX2370 is an LED-backlit monitor with 100 percent sRGB Color Reproduction that matches the colors as closely as possible from the source. For either videos from an HD camcorder or photos from a digital camera, the sRGB support makes sure that the colors look as natural in the monitor as it did when one pushed record or clicked the shutter.

The impressive 23-inch wide screen is vital to stylist-photographer Ton Lao, who is looking for the perfect monitor to hook up to his MacBook Pro.

"With a bigger screen, I can edit photos faster and it's quite useful when presenting pegs to my clients," says Lao, who styles for celebrities including Piolo Pascual, Sam Milby, Rayver Cruz and Richard Gutierrez.

Aside from an impressive screen size, the PX2370 is bound to make a stylish impression in your office and home with its 16.5mm profile and the elegant charcoal-gray finish that can fit in just about any space.

The Samsung PX2370 monitor also has a 1920x1080 Full HD resolution that yields the sharpest images every time. Equipped with the MagicEco feature, the PX2370 saves a lot on energy and electric bills by allowing one to work with 100-, 75- or 50-percent brightness. There's also the MagicLux feature, which measures ambient light and has settings which can automatically adjust the screen to optimum brightness-basically an intensity sensor designed to reduce eyestrain.

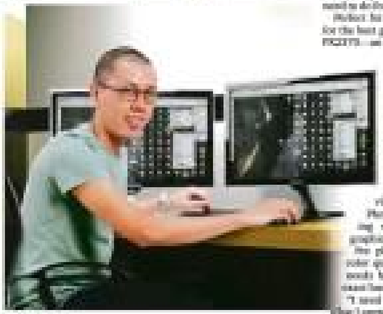
Push the limits and revolutionize one's personal computing experience with the sleek and elegant Samsung PX2370 and open up a new world of vibrant colors, spectacular details and dynamic contrast right in one's desktop.



AARON Atayde



MITCH Mauricio



PAOLO Ferrer

WORLD OCEANS DAY 2010

Beauty brand 'turns blue' to mark 5th year of partnership with ocean conservation group

PREMIUM BEAUTY BRAND La Mer marks its fifth anniversary of partnership with Oceana, the world's leading international ocean advocacy organization.

Since 2005, La Mer has been supporting the efforts of Oceana in the protection and preservation of the oceans, in tribute to its founder, Dr. Max Huber. Inspired by the sea's rejuvenating and healing powers, La Mer has created a limited-edition 100-ml World Oceans Day "blue" Crème de la Mer jar and will make a $280,000 donation to Oceana.

This is the first time the look of La Mer's signature Crème de la Mer jar has been changed; "going blue" signifies the brand's continued commitment to the oceans.

The accomplishments of Oceana have raised critical awareness on the plight of the seas and marine resources. Oceana's specific campaigns to promote habitat protection, pollution control, safe seafood practices and responsible fishing have facilitated extensive global policy changes, grounded on scientific research and reporting. La Mer supports the continued growth and development of Oceana.

For the past five years, La Mer has donated over half a million dollars globally toward Oceana's sea expeditions, studies and preservation efforts. La Mer's $280,000 World Oceans Day donation in 2010 will support Oceana's habitat protection campaign and will heighten awareness for their recent global expansion in Belize.

The opening of Oceana's new office highlights their ability to identify and address areas in the marine ecosystem that need protection.

As Oceana CEO Andrew Sharpless explains, "Because Belize has the second largest barrier reef in the world and is one of the jewels of the sea, anybody who thinks about the world's oceans from a global perspective thinks about Belize. In late June, Unesco added the Belize Barrier Reef to the Unesco list of endangered World Heritage sites.

"With our new Oceana offices and local Belizean leaders, Oceana is focused on helping Belize protect its incredible marine heritage and resources. I'm confident that in three or four years we'll look back and say, 'we made a difference for the oceans and for Belize.'"

In 2008, The United Nations made World Oceans Day an official global holiday. To celebrate this and share the experience of Oceana's work, La Mer will sponsor a deep-sea dive in Belize with Oceana spokesperson January Jones.

A passionate sea advocate and distinguished actress, Jones has been working with Oceana to raise awareness and help educate the public about ocean issues and ways to get involved.

The Crème de la Mer jar will "go blue" for World Oceans Day 2010, marking the first time any change has ever been made to the look of its symbolic jar since it was designed by Dr. Max Huber.

La Mer president Maureen Case explains, "The heritage of our brand is really founded in the classic emblem of our signature product, Crème de la Mer. Historically, La Mer has never made any alterations to the original Lion Logo, color or design created by Dr. Max Huber—until now. We are so proud to do so in celebration of this five-year partnership with Oceana as it harkens back to the core of what La Mer is all about—the sea."

The limited-edition 100 ml "blue" Crème de la Mer jar is available in limited quantities and will be sold globally in June in celebration of World Oceans Day.

Created in 1992 and made official by the United Nations in 2008, World Oceans Day takes place annually on June 8 and is a day to recognize the sea's importance as a vital ecosystem and take action to preserve its delicate habitats and wildlife. With over 300,000 members in 150 countries, Oceana's science-based policies have greatly reduced over-fishing and protected threatened marine habitats.

Visit www.lamer.com/oceana.



MAUREEN Case, La Mer president, and Andrew Sharpless, Oceana CEO



PHOTO by Concha Martinez



PHOTO by Carlos Suárez



DIVER Soledad Esnaola takes pictures in Bajo Bank, Cape Cordero-Playa, Honduras.

ENTERTAINMENT

CHEER FACTOR

Just like a movie mogul at age 11

ONLY IN HOLLYWOOD



Ruben V. Nepales

Jaden on Jackie: 'He knows more kung fu than you think'















Diet: I know what it's like to be poor

By Marinel R. Cruz

"I KNOW WHAT IT'S LIKE TO BE A STUDENT so poor, you can't even buy a decent pencil," said Dieter Ocampo, drama actor and founder of KIDS Foundation.

Dieter and KIDS ... of September ... to distribute school supplies to elementary school pupils in Cavite, Laguna, Bukidnon and other ... areas.

Very motivated

"I remember biting the end of a pencil just to get more of the eraser. So I can relate to these kids. And now that I have the capability, I am very motivated to help as many schoolchildren as possible," Dieter told ... Entertainment on Saturday.



DIETER Ocampo pays it forward.

KIDS received P500,000 worth of school supplies from Ann Paper Corp., local distributor of Mongol pencils and crayons, on Saturday during a day-long children's party at the TriNoma Mall in Quezon City. Also present for the event were children of the ... Foundation.

"You may say I'm paying it forward," the actor said. "Our supporters have also been very generous. I'm not the only one helping here. I get help from friends in show biz and other sectors. But it never seems enough."

KIDS was formed in November 2006. In March, it organized "A Trek to Remember," a three-day medical-dental mission to ... in Bukidnon Province. Dieter said the team assisted some 3,000 children of the ... ages 1 to 17.

"Imagine gathering students of eight to 10 barangays in one area for the checkups," said Dieter. "We also gave away school supplies there. Many children want to learn but don't get enough support. That's where groups like ours come in."

The actor said he makes time for the foundation despite his tight schedule. "Time management is key," he explained. "This is my advocacy and my passion. The fact that we've been around for two years now and still going strong means we're doing something right."

He added: "When I created KIDS, my aim was to help the poorest of the poor—those who live in areas so far-flung, that relief goods or donations don't really reach them."



Just like a movie ...

From page H1

your hardest fear?

We're closer than ... with my scenes ...



"I LOVE vampires. They're awesome."

What do you enjoy and not enjoy about acting?

I like acting because it's fun. You get to go all over the world. But I do not like trying to ...

Which movies with young people in them do you like?

I like the old movies like "Sixteen Candles," "Ferris Bueller's Day Off" and "The Breakfast Club." Those movies are very cool.

Who are your favorite actors?

I really like the people in the "Twilight" movies. I've met Taylor Lautner, Kristen Stewart, Nikki Reed and Robert Pattinson.

What other things do you like?

I love vampires. They're awesome. I like reading but my favorite subject is math. I like to skateboard, surf and snowboard.

Do you ... with Tom Cruise, who's a family friend? You got to do a scene with him at the recent MTV Movie Awards.

Sometimes we do ... Yeah, I did the MTV Movie Awards with him. It was hilarious.

What are you reading now?

Stephenie Meyer's "Breaking Dawn," in the "Twilight" series.

Do you dress yourself?

They're the ones who buy all my clothes. They ask, "Do you like this?" I tell them I really like leather so that's what I wear all the time.

What music do you listen to?

I like rap.

Any particular artist?

Drake.

Are you ... school and take the summer off?

No, I'm probably not going to have another summer off for about five years.

Why?

I'll probably be working on other projects.

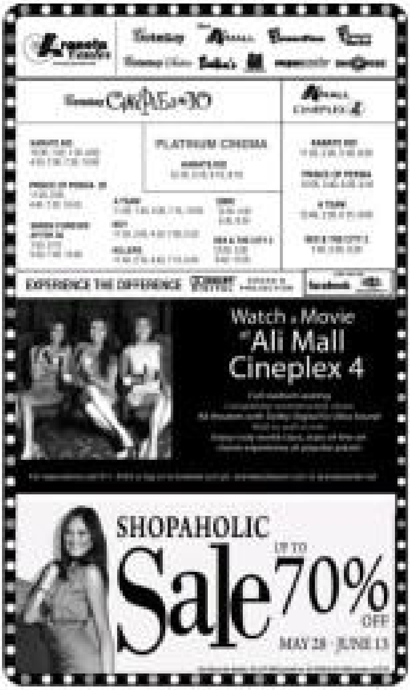
How do you decide on which script to do?

If it has a good story and a good concept.

What if there are several scripts that have those two elements?

If we have five or six good scripts, then we'll do them all.

E-mail the columnist at ... @yahoo.com



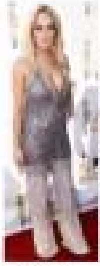
ENTERTAINMENT



ANGELINA JOLIE on playing a CIA officer on the run in "Salt," a character who can be either a patriot or a traitor:

"I think you go through the film, if we have done our job right, not being sure of who she is and when you think you are sure of who she is, maybe even that is different than you thought it was."

Come again?



LINDSAY Lohan takes it well at the MTV Movie Awards on Sunday. AP

Tracking device troubles

BEVERLY HILLS, California—Lindsay Lohan's alcohol-monitoring bracelet got her in trouble Tuesday with a judge who doubled the actress' bail to $200,000.

After a closed-door meeting with the actress' attorney and a prosecutor, LA Superior Court Judge Marsha Revel determined that Lohan violated the terms of her release. Revel said her decision was based on "results" issued by a court-ordered alcohol monitor.

District Attorney's spokesperson Shiara Davila-Morales said it was an "alcohol-related violation," but did not have details.

Post-MTV

A source familiar with Lohan's case said the violation was reported after the "Mean Girls" star appeared at the MTV Movie Awards on Sunday night.

Lohan was not present in court Tuesday, but several details of wrangling were posted on the actress' Twitter account before and after the hastily called hearing.

The bail was posted in less than two hours, a move that quashed a bench warrant issued for the actress' arrest.

Lohan's attorney Shawn Chapman Holley, issued a statement, saying the device indicated "a small amount of alcohol." AP

'Noy,' 'Emir' get 'A' ratings

By Marinel R. Cruz

A DOCU-DRAMA WHOSE 'BACKDROP' IS the campaign of President-elect Benigno "Noynoy" Aquino III, and a musical on the life of a Filipina who works for an Arab prince, both received an 'A' rating from the Cinema Evaluation Board (CEB).

"This is a delightful accomplishment for Philippine cinema," CEB chair Christine Dayrit said about the two films—"Noy," co-produced and co-directed by its lead actor Coco Martin, and Chito Roño's "Emir," featuring young actress Frencheska Farr.

A film with an 'A' rating gets a 100-percent tax rebate.

"Emir is landmark film that certainly raises the bar for Filipino films," said Dayrit, who further described the movie as "a musical adventure that is truly impressive and inspiring."

The plot follows Amelia (Farr), an Ilokana who works in the Middle East as a nanny to the royal household. It is scripted by Palanca winner Jerry Gracio, with music by Chino Toledo, Vic and Ebe Dancel, and Diwa de Leon.



SCENE from "Emir," which is touted as the musical movie in Filipino.

Amazing moments

"Emir," which premiered in theaters on June 9, is produced by the Film Development Council of the Philippines with the assistance of the Cultural Center of the Philippines.

"Emir" effectively portrays the plight of overseas Filipino workers in a very positive and encouraging light," Dayrit further noted, quoting a CEB reviewer.

"No effort was spared in finding the right location, be it the Ifugao Rice Terraces or Marrakesh in Morocco," another member said. "Amazing moments are captured on screen, which features dazzling production design sets of Moroccan, Middle Eastern flair. The authenticity of such settings is refreshing."

Some members claimed that "Emir" is Roño's finest work. "The film successfully reintroduces the musical genre to Philippine cinema," added one.

"It is an epic musical adventure that is both entertaining and engaging," another pointed out. "The cinematography is enchanting; it blends story seamlessly. One will be impressed with [all] 22 songs."

One more comment read: "The characters are well-conceived, believable and well-developed. One can actually empathize with the plight of the OFWs—their sensitivities, pain and strength."

Both Farr and singer Dulce were commended for their "stunning performances, as they meshed very simultaneously."

'Very engaging'

Martin and Dondon Santos were commended for being "highly competent" as co-directors of "Noy."

The film, which opened on June 2, is about a journalist commissioned to document the campaign of his namesake, presidential aspirant Benigno "Noynoy" Aquino III.

The CEB members found the script "very engaging and credible," the editing "crisp" and the production design "very good."

"The film's musical score is very effective," said one reviewer. "The sound is excellent."

Added another, "Coco delivered big time, and so did the rest of the cast."

OVERHEARD



GABBY CONCEPCION

On Willie Revillame asking us indefinite leave from "Wowowee":

"I hosted the show once as a pinch-hitter. Most difficult part was asking people about their problems kapag nanonood ka sa show. Kailangan mabigyan ng direksiyon ang mga tanong... I don't know the real story, actually. I hear things only from a third party. Kaa bawat ... [illegible]"

—Marinel R. Cruz



COKKBOARD holds complaints and other souvenirs from her "Pinoy Idol" stint and other adventures.

Self-confessed…

From page H4

Scents

Fellow singer Pochollo has Go recommended Eau D'Issey by Laurie, which eventually became her favorite perfume.

"It smells super sweet. Even in the heat of morning, Echo still leaves you feeling fresh and neat all day long," she says.

She's partial to candy and floral scents like Curious by Britney Spears and Still by Jennifer Lopez.

Other fragrances on her dresser are Bvlgari, Ralph Lauren, Floresque by Marks and Spencer, Pure White and Jo Malone London.

Although it smells masculine, Jo remains important to her because it was given by my



SHADES range from stylish Marc Jacobs, Gucci and Prada to more youthful Ray Bans.

aunt who bought it in Europe," she says. "A Lou Still was a gift from my production assistant."

DVDs

She swears that she can watch any type of genre, except science fiction.

"When I'm free from work, I'd rather stay home and watch movies on DVD."

She currently loves romantic comedies and other types of love stories. Among the titles on her shelf are "Titanic," "Sweet November," "Serendipity," "The Notebook," "My One and Only" and the Jodie Foster crime drama "The Brave One."

Butterflies, stuffed toys

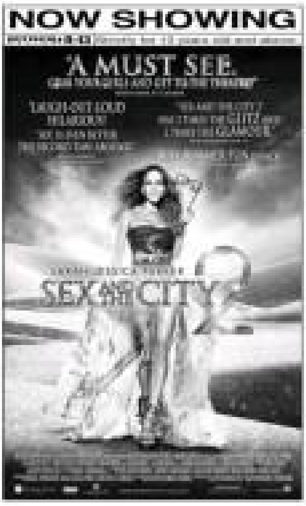
When she turned 18, six years ago, most of her friends gifted her with butterfly figures and stuffed toys.

All these dolls presents are displayed in her bedroom in Pampanga.

"Ever since I was a kid, I've loved butterflies," she recalls. "Butterflies are a lot like me. They're small, colorful, cute and fly freely like nothing embodies beauty and freedom for me."

E-mail: …@hotmail.com

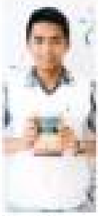








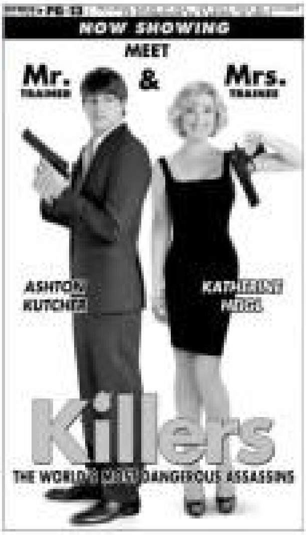




Books

ENZO PINEDA

MY MOM GAVE ME "God's Little Devotional Book" five years ago. This book gives me inspiration especially since show biz is hectic at times. Sometimes I have so many questions and I have a hard time. When that happens, I turn to the book for enlightenment. Two of my favorite quotes from the book are: "The happiest people don't necessarily have the best of everything. They just make the best out of everything that is given to them", and "Life is like a coin. You can spend it any way you wish, but you can only spend it once." Repeats Ten Bragg. Jr.





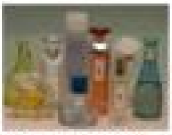
LIVING Stars

Self-confessed 'equal opportunity' shopper



'Pinoy Idol' runner-up Jayann Bautista frequents both upscale malls and bargain bins for precious finds

OUT OF THE CLOSET







Bags

Shoes

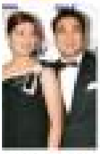
Clothes

Belts

Accessories

Shades

CHEER FACTOR



Deja vu